

REMARKS

Claims 1-6, 8-10, 12, 13 and 15 are now pending in the application. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

REJECTION UNDER 35 U.S.C. § 103

Claims 1-6, 8-10, 12-13 and 15 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Tamura (U.S. Pat. No. 7,098,902) in view of Maeda et al. (U.S. Pat. No. 6,072,465). This rejection is respectfully traversed.

Claim 1 recites a display drive device comprising a drive circuit, a nonvolatile storage circuit, a control circuit, a drive setup circuit, and a determination circuit. The drive circuit drives a display unit in which pixels are formed. The nonvolatile storage circuit stores screen information indicating a position of a pixel to be driven in the display unit. The control circuit reads the screen information from the nonvolatile storage circuit. The drive setup circuit sets a position based on the screen information read by the control circuit in the drive circuit. The drive setup circuit includes an address control circuit that controls a driving column of pixels and a reading address for display data. The determination circuit determines whether a drive voltage is supplied from a voltage supply circuit that supplies a drive voltage to the drive circuit based on the screen information read by the control circuit. If the determination is negative, the determination circuit re-starts the voltage supply circuit and starts a re-setup operation by the drive setup circuit re-setting the position based on the screen information read by

the control circuit. Tamura and Maeda fail to teach or suggest the display drive device recited by Claim 1.

As noted by the Examiner, Tamura is silent as to a determination circuit that determines whether a drive voltage is supplied from a voltage supply circuit that supplies a drive voltage to the drive circuit based on the screen information read by the control circuit, and, if the determination is negative, re-starts the voltage supply circuit. *See Office Action, 3/14/2008, p. 3.* The Examiner points to Maeda et al. for these limitations.

In Maeda et al., a power management register and power on switch are described. Maeda et al., Col. 15, Lines 44-48. Specifically, the contents of bit cells of the power control register are cleared by the manipulation of the power on switch. Maeda et al., Col. 15, Lines 44-48. As a result of the clearing, power supply to the whole sections is begun. Maeda et al., Col. 15, Lines 44-48.

Maeda et al., however, fails to teach or suggest the determination circuit recited by Claim 1 as the power management register and power on switch of Maeda et al. are distinguishable from the determination circuit of claim 1. Specifically, Maeda et al. is silent as to a determination circuit that both re-starts a voltage supply circuit and starts a re-setup operation by a drive setup circuit re-setting a position based on screen information read by a control circuit.

For at least these reasons, Claim 1 defines over Tamura and Maeda et al. Applicants note that similar limitations are recited by independent Claims 8, 9, and 15. Further, Claims 2-6, 10, and 12-13 depend either directly or indirectly from Claims 1, 8, 9, or 15. Therefore, Claims 2-6, 10, and 12-13 likewise define over the prior art and are

in condition for allowance. Reconsideration and withdrawal of the rejections are respectfully requested.

CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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By:

/G. Gregory Schivley/

G. Gregory Schivley
Reg. No. 27,382
Bryant E. Wade
Reg. No. 40, 344

HARNESS, DICKEY & PIERCE, P.L.C.
P.O. Box 828
Bloomfield Hills, Michigan 48303
(248) 641-1600

GGS/BEW/MPD/mmk